



ASX ANNOUNCEMENT

22 August 2016

amaysim announces the completion of a share sale facility

amaysim Australia Ltd (**ASX: AYS**) implemented a share sale facility (**Sale Facility**) to allow escrowed shareholders to sell shares that were subject to voluntary escrow arrangements under the Prospectus dated 29 June 2015 (**Escrowed Shares**). The Escrowed Shares were released from escrow at 4.15pm on Friday 19 August 2016.

This morning, 31,338,255 Escrowed Shares were sold through the Sale Facility at a price of \$2.00 per Escrowed Share. These shares were crossed on-market prior to the market opening today, Monday 22 August 2016.

The Sale Facility was completed over the weekend following take-up by Escrowed Shareholders to sell some or all of their Escrowed Shares. A number of existing and new institutional investors were allocated Escrowed Shares under the Sale Facility.

Julian Ogrin, amaysim's Chief Executive Officer and Managing Director, said, "We would like to thank our existing shareholders for their support of the business, and we welcome our new shareholders who have purchased shares through the Sale Facility. We appreciate the endorsement of our new and existing shareholders as we continue to execute our strategy to drive profitable growth."

amaysim appointed Investec as independent advisor and Macquarie Securities as advisor and sale agent to manage the Sale Facility.

For more information, please contact:

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